



Social Media Strategies to Increase Engagement with Fathers and Communities

September 28, 2022

Agenda *(Eastern Daylight Time)*

Time	Activity	Lead Presenter / Moderator
12:00 – 12:05 PM	Welcome	Akua Gyabaah, Website and Dissemination Lead, NRFC
12:05 – 12:10 PM	Opening Remarks	Patrick Patterson, Project Manager, NRFC
12:10 – 12:20 PM	<ul style="list-style-type: none"> Goal and Objectives About the NRFC Meet the Presenters 	Akua Gyabaah, Website and Dissemination Lead, NRFC
12:20 – 1:10 PM	Presentations: <ul style="list-style-type: none"> Content Creation Strategies Content Differentiation Strategies Analytics 	<ul style="list-style-type: none"> David Miller, Social Media Lead, NRFC Charday Oldacre, Social Media Strategist, NRFC Mallory Pettis, Communications Specialist-Social Media, NRFC
1:10 – 1:25 PM	Q&A with Presenters	Jerome Williams
1:25 – 1:30 PM	<ul style="list-style-type: none"> Tips and Resources Closing and Survey 	Akua Gyabaah, Website and Dissemination Lead, NRFC

Opening Remarks



Patrick Patterson
Project Manager
National Responsible Fatherhood Clearinghouse

Goal and Objectives

Experienced social media and analytics experts will share helpful tips and strategies for optimizing social media for deeper engagement and connections to fathers and their communities.

Participants will learn about:

- Content creation strategies, such as the importance of targeted hashtags, engaging images/video, and “the algorithm”.
- Differentiating content based on the social media platform.
- Using analytics to increase reach (the total number of people who see their content).

A photograph of a man and a young girl smiling and touching noses. The man has a beard and is wearing a light-colored shirt. The girl has curly hair with a bow and is wearing a striped shirt. The image is overlaid with a dark blue filter.

About the NRFC

About Us

- HHS/ACF Office of Family Assistance provides funds to support fathers and families through the National Responsible Fatherhood Clearinghouse.
- Resources are available for dads, fatherhood programs, researchers, and policymakers.



For More Information

Visit the NRFC: [Fatherhood.gov](https://fatherhood.gov)

Join our Virtual Collaborative Community at learningcommunity.fatherhood.gov

Contact us: Help@FatherhoodGov.info

Encourage fathers or practitioners to contact our national call center toll-free at:

- **1-877-4DAD411** (877-432-3411)

Engage with us via social media:

- Facebook - @Fatherhoodgov
- Instagram - @officialfatherhoodgov
- LinkedIn – @Fatherhoodgov
- Twitter - @Fatherhoodgov



Meet the Presenters



**David
Miller**

Social Media Lead
NRFC



**Charday
Oldacre**

Social Media Strategist
NRFC



**Mallory
Pettis**

Communications
Specialist-Social Media
NRFC

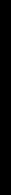
A man with glasses and a baby are sitting on a couch. The man is holding a laptop, and the baby is looking at the screen. The word "Presentations" is overlaid on the image in white text.

Presentations



Content Creation Strategies

David Miller



Content and Posting (continued)

Determine the core goals of your social media strategy

Establish a regular posting schedule (posting during nights and weekends)

Plan and organize your content

Variety works (posting video is essential)

Using camera-ready images

Ask questions targeting your audience

Content and Posting (continued)

Follow social media platforms that display similar content

Set up Google Alerts (ongoing notifications of articles and other content)

Research topics your audience is interested in (co-parenting, men's health, child-support/visitation, raising children with disabilities)

Respond to all comments posted (engagement is key)

Identify and follow industry influencers

Review analytics regularly

Maximizing Your efforts- Creating a Social Media Calendar

A social media calendar is an overview of your upcoming social media posts, organized by date. It can have the form of a spreadsheet, Google calendar, or interactive dashboard (if you're using a social media management tool).

- A social media calendar usually includes some combination of these elements for each post:
 - The date and time it will go live
 - The social network and account where it will be published
 - Copy and creative assets (i.e., photos or videos) required
 - Links and tags to be included

Week 2- June 5-11, 2022

Date	Time	Post	Hashtags
6/5/22	12:00 p.m.	Father's Day is fast approaching. What are your plans for this special day?	#Dadication #ConnectingDad #fatherhoodgov #FathersDay2022
6/5/22	1:00 p.m.	Register for Leading to DRIVE: A Virtual Fatherhood Summit on June 15-16, 2022. This virtual summit will focus on diversity, reentry, inclusion, vision, and employment. The summit is featuring a dynamic list of presenters.	#Dadication #fatherhoodgov #fatherhood #ConnectingDad

How do we measure effectiveness?

Growth: Likes and followers

- Are we building a community of followers interested in our services?

Engagement: Likes, comments, shares, retweets, mentions, replies, or clicks.

- Each social interaction is considered an endorsement and leads to a greater affinity among followers.

Reach: The number of users who see your content within a social media channel.

- The value in social media beyond gaining likes is the ability to communicate specific messaging to large groups of relevant consumers.



Content Differentiation Strategies: The Algorithm and More

Charday Oldacre

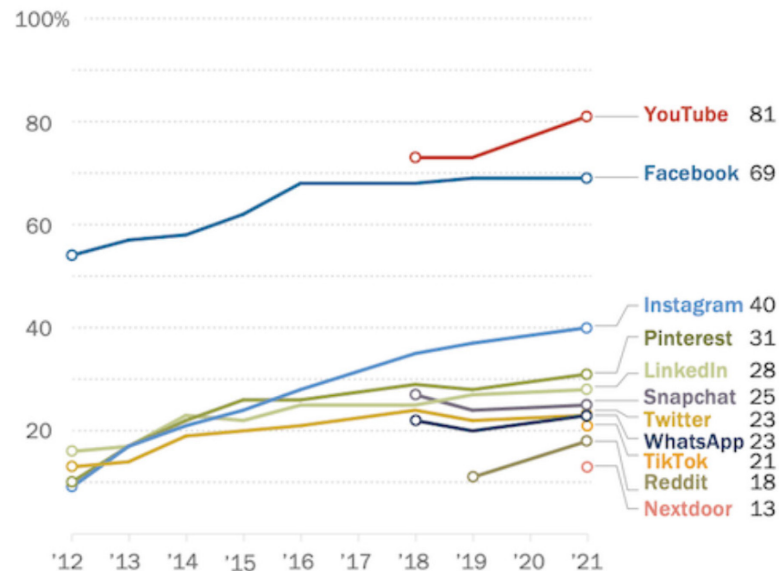
The Future of Marketing

- Having a one-size-fits-all communications approach doesn't work anymore.
- Historically, marketing was about mass communication, getting your message out to the greatest volume of people at a minimal cost. With the growth in technological advancements and the introduction of artificial intelligence in marketing technology, it is now becoming possible to tailor our customer's experience more than ever before - at scale.
- **The future of marketing is mass personalization.** By definition, mass personalization is the act of creating highly-personalized digital experiences for specific audiences based on a set of criteria

Personalizing Content

Growing share of Americans say they use YouTube; Facebook remains one of the most widely used online platforms among U.S. adults

% of U.S. adults who say they ever use ...



Note: Respondents who did not give an answer are not shown. Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp; pre-2019 telephone poll data is not available for Reddit. Pre-2021 telephone poll data is not available for TikTok. Trend data is not available for Nextdoor.

Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

"Social Media Use in 2021"

PEW RESEARCH CENTER

Things to Note:

Facebook is the most popular social media platform for local marketing, reaching the 65+ audience, recommendations, relationship nourishment, and community building.

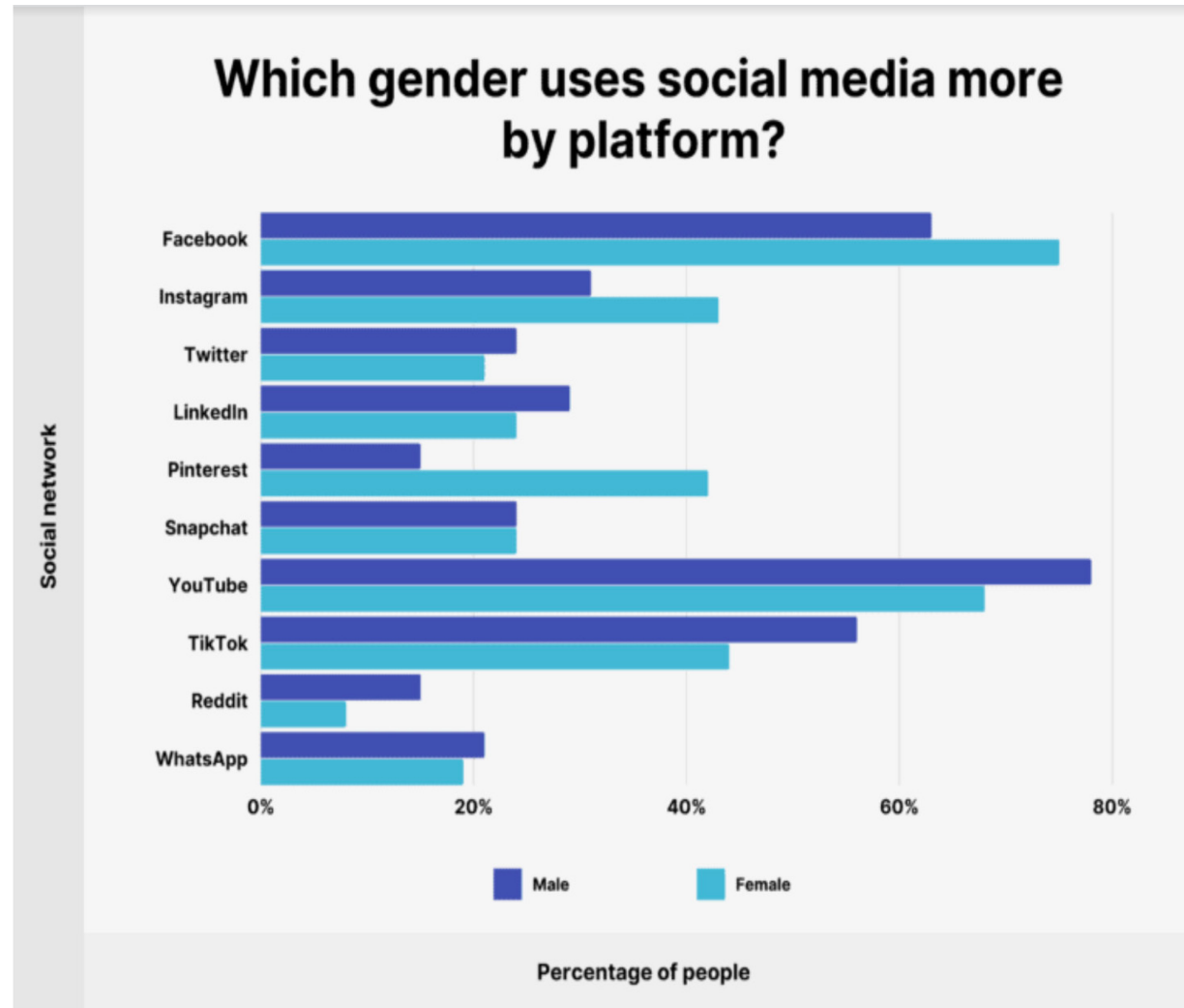
Instagram is the most popular social media platform for e-commerce, engagement, social status, organic content, and influencer marketing.

Twitter is the most popular social media platform for Customer Service, updates, speaking to a predominantly male audience, noteworthy content, and thought leadership.

LinkedIn is the most popular social media platform for B2B audiences, investor opportunities, long-form copy like articles, engagement, and organic content.

Marketers claimed to have a 34% increase in the conversion rate if video content was added to their campaign.

Personalizing Content (continued)



Best Social Media Practices for 2022

- Conduct a social media audit on each platform
- Post diversified content on appropriate platforms.
- Have specific content strategies for each social network
- Track engagement data
- Analyze your hashtags
- Research your influencers
- Upload videos directly to the social platforms

Best Social Media Practices for 2022 (Instagram)



Instagram

- Make Instagram the main social network in your content strategy, as the average engagement for one post is higher than Twitter and Facebook's engagement combined.
- Use more carousel posts on Instagram for more engagement and likes.
 - Use all 10 slides of a carousel to create a story and include a mix of videos and photos.
- Post 3-5 stories daily to ensure a retention rate of over 70%.
- Video posts receive the most comments if your goal is to drive conversations.
- Keep your captions short, under 10 words, but include many emojis to complement your point.
- Make sure to include more videos in your regular stories and your Story ads for higher CTR.
- Create in-app content
- Create a custom platform Engagement Strategy with the existing audience, top hashtag sources, and ideal followers.

Best Social Media Practices for 2022 (Facebook)



Facebook

- Post albums to get more likes but use videos to drive conversations.
- Opt for the vertical format in videos.
- Use videos between 2 to 5 minutes to drive conversations.
- Go live for over one hour to double engagement.
- Place most of your ads on the Facebook feed to receive the highest CTR with lower costs per click.
- Create a custom platform Engagement Strategy with the existing audience, top hashtag sources, and groups.

Best Social Media Practices for 2022 (Twitter)



Twitter

- Do an audience assessment
- Create a posting rhythm for this platform
- Create short-form videos
- Share different streams tastefully
- Keep an eye on the analytics
- Use the newsletter tool
- Explore the community tool
- Limit hashtags
- Create Polls
- Actively engage ideal followers, industry trends, and appropriate hashtags, and get onto as many lists as possible.

Best Social Media Practices for 2022 (LinkedIn)



LinkedIn

- Increase your engagement by using visually appealing creatives
- Experiment more with video content, as it makes people keener to comment on your posts
- If you want engagement per impression, don't underestimate the power of articles
- For greater engagement rates, try posting links in the comments instead of inserting them in the actual post
- Create a custom platform Engagement strategy with the existing audience, top hashtag sources, and groups.

Best Social Media Practices for 2022 (TikTok)



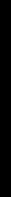
TikTok

- Explore TikTok Ads
- Use TikTok to stay ahead of Instagram trends and feature updates.
- Prioritize user/community generated content
- Build relationships with influencers
- Be Spontaneous. Trending Audio and Trending challenges are set every week. Get ahead to stay relevant.
- Post often but less than on Twitter.
- Create in-app content, as this makes the algorithm love you more.



Analytics

Mallory Pettis



Insights through Analytics

- **What is social media analytics?**

Social media analytics is the ability to gather and find meaning in data gathered from social channels to design and implement a data-driven social media strategy based on your audience's needs and interests.

- **Why leverage them?**

Analytics help us to track progress and can inform strategic decision-making to extend the reach of our content and increase our impact.

Metrics, Analytics, and KPIs

- **Metrics** are based on historic data points
- **Analytics** use data to answer specific questions
- **Key performance indicators (KPIs)** measure success



Key Steps

- **Identify primary objectives**
 - **Examples:**
 - Growing website traffic
 - Expanding audience
 - Increasing resource downloads
- **Determine social key performance indicators (KPIs)**
 - **KPIs to Consider:**
 - Impressions
 - Engagement/Engagement Rate
 - Link Clicks/ Click-Through Rate
 - Followers
 - Views (Videos)
- **Review your current metrics to establish benchmarks**
- **Establish SMART (Specific, Measurable, Achievable, Relevant, Time-bound) goals and create a plan to reach goals**
- **Review metrics regularly to track progress toward goals and adjust strategy based on insights**



A Sample Strategic Approach

What are we trying to achieve?

Mission/Goal: Provide resources to help fathers engage with their children.

What is the measurable/target outcome?

Increased website visits by 30% over 6 months

How do we get to the desired outcome?

Increase awareness of our website's key resources on social media

What techniques do we use?

Work with influencers to cross-promote messaging

How do we say it?

Messaging with authority, credibility and expertise on topic

How do we measure success?

Impressions, Link Clicks, Downloads, and Click-Through Rate

Measurement Framework

MEASUREMENT FRAMEWORK					
Audience	Who is your primary audience?	Nonresident Fathers			
Objective	What are the overall goals?	Awareness	Interest/ Consideration	Traffic	Conversions
KPIs	What KPI's do we need to measure to know we've achieved our goals?	Reach	User engagement	Website visits	Actions
Metrics	Metrics track activities that show performance towards KPIs.	Impressions + post reach	shares, likes, mentions, comments	clicks, site visits, CTR	enrollments, newsletter sign-ups, downloads

Gathering Metrics

- The top social networks offer analytics in the platform.
- Social Media Management Platforms examples:
 - Hootsuite (has a free plan)
 - SocialPilot
 - Google Analytics
- Determine cadence of collection, where the data is coming from, who is collecting it, and how it will be provided:

Data Being Collected	Who is Responsible for Collecting?	How is it Collected?	How Frequently is it Collected?	Format of Data
Number of impressions	Rohan	Social platforms	Monthly	Export of data to Excel spreadsheet and high-level metrics added to monthly report
Number of social engagements	Jamar	Social platforms	Monthly	Export of data to Excel spreadsheet and high-level metrics added to monthly report

A man and a young boy are sitting at a desk, looking at a laptop screen. The man is pointing at the screen, and the boy is looking at it with interest. The scene is dimly lit, with a large window in the background showing a view of trees. The overall mood is educational and collaborative.

Q&A

Q&A with Presenters



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**Mallory
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A man with dark hair and a beard is sitting on a couch, smiling broadly while looking at a smartphone in his right hand. He is holding a baby in his left arm, resting the baby on his chest. The baby is wearing a light-colored onesie. The man is wearing a dark t-shirt and dark pants. The background is a plain, light-colored wall. The entire image has a blue tint and a semi-transparent dark blue overlay. The text "Tips and Resources" is centered over the image in a white, sans-serif font.

Tips and Resources

Helpful Resources

NRFC Resources

- [Responsible Fatherhood Media Toolkit](#)
- [Simpler Solutions for Fatherhood Programs](#)
- [Getting The Word Out About Dads: From Messaging to Marketing to Social Media](#) (NRFC Webinar)
- [Using The Internet and Modern Media To Enhance Your Fatherhood Program](#) (NRFC Webinar)
- [Fatherhood Tools at Your Fingertips: The National Responsible Fatherhood Clearinghouse](#) (NRFC Webinar)
- [Connecting Dad](#) (Video)
- [Dadication Videos](#)

Other Resources

Google

- [Welcome to Google Analytics](#)

Sprout Social

- [Building your Social Media Marketing Strategy for 2022](#)
- [8 Top Social Media Scheduling Tools to Save Time](#)

IBM

- [What is social media analytics?](#)

THANK YOU

Please complete the participant survey.

Stay in Touch:

- Help@FatherhoodGov.info
- Comments, questions, suggestions for future webinar topics, information or resources that you recommend.

To Continue Today's Conversation:

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